



REMARKS

The Office Action dated July 31, 2006, has been received and carefully noted. The above amendments and the following remarks are being submitted as a full and complete response thereto. Applicants respectfully request reconsideration of the application in view of the foregoing amendments and the following remarks.

By this amendment, Claims 1 and 7 have been amended. The Applicants submit that the claim amendments are fully supported in the specification and drawings as filed, for example, at page 8, line 25, to page 10, line 2, and in Figure 2. No new matter has been added. Thus, Claims 1-12 are currently pending in the application and subject to examination.

Rejection Under 35 U.S.C. § 102(e)

Claims 1-12 are rejected under 35 U.S.C. § 102(e) as being anticipated by McMahon et al. (U.S. Patent Application Publication No. 2001/0034726). To the extent this rejection remains applicable to the claims currently pending, the Applicants traverse the rejection.

Claim 1, as amended, recites an automatic price correcting system connected with a buyer's computer and computers for a plurality of sellers, for correcting a standard price of an article, which has been presented by at least one seller from the plurality of sellers based on a specification of the article, according to changes in the standard specification, the system comprising, among other features, **a bidding price storing section for storing bidding prices presented by the plurality of sellers in response to specifications of an article presented by the buyer.**

Claim 7, as amended, recites a method for automatically correcting a price, in an automatic price correcting system, connected with a buyer's computer and computers for a plurality of sellers, for correcting a standard price of an article, the method comprising the steps of, among others, **storing, in a bidding price storing section, bidding prices presented by the plurality of sellers in response to specifications of an article presented by the buyer.**

McMahon fails to disclose or suggest all the elements of amended Claims 1 and 7. Specifically, McMahon fails to teach or suggest **a bidding price storing section for storing bidding prices presented by the plurality of sellers in response to specifications of an article presented by the buyer**, as recited in Claim 1, or **storing, in a bidding price storing section, bidding prices presented by the plurality of sellers in response to specifications of an article presented by the buyer**, as recited in Claim 7. McMahon does not disclose a bidding price storing section and is not used for bidding.

To qualify as prior art under 35 U.S.C. § 102(e), a single reference must teach, i.e., identically describe, each feature of a rejected claim. For at least the reasons provided above, Applicants respectfully submit that McMahon does not disclose or suggest each and every feature recited by Claims 1 and 7. Accordingly, Claims 1 and 7 are not anticipated, nor rendered obvious in view of, McMahon.

As such, Applicants respectfully submit independent Claims 1 and 7 should be deemed allowable.

As Claims 1 and 7 are allowable, the Applicants submit that Claims 2-6 and 8-12, which depend from Claims 1 and 7, respectively, are likewise allowable for at least the same reasons that Claims 1 and 7 are allowable, as well as for the additional subject matter therein.

Conclusion

In view of the foregoing, reconsideration of the application, withdrawal of the outstanding rejections, allowance of Claims 1-12 and the prompt issuance of a Notice of Allowability are respectfully solicited.

If the Examiner believes that anything further is desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact Applicants' undersigned representative at the telephone number listed below to schedule a personal or telephone interview to discuss any remaining issues.

In the event that this paper is not being timely filed, the Applicants respectfully petition for an appropriate extension of time. Any fees for such an extension, together with any additional fees that may be due with respect to this paper, may be charged to Counsel's Deposit Account Number 01-2300, referencing Docket Number 108426-00014.

Respectfully submitted,

for.  Reg # 44275
Charles M. Marmelstein
Registration Number 25,895

Customer Number 004372
ARENT FOX PLLC
1050 Connecticut Avenue, NW, Suite 400
Washington, DC 20036-5339
Telephone: 202-857-6000
Fax: 202-638-4810

CMM/SCO:vmh